

Pick a **better** snack[™] & ACT is a comprehensive education and social marketing campaign that includes several components. The following chart provides a summary of these components all of which are available at no cost online.

To see printable versions click the name of each component or visit the Pick a **better** snack[™] & ACT website (http://www.idph.state.ia.us/Pickabettersnack/default.asp) to browse through available materials.

The primary audience for the campaign is children. Parents and childcare providers are secondary audiences.

• Goal: We will help children eat more fruits and vegetables by increasing how often they eat fruit and vegetable snacks.

Pick a better snack [™] & ACT Component	Brief Description	Target Audience
Figure 1 and the policy in the agent story and the policy of the second	Monthly newsletters are often sent through schools. Each contains tips for healthy snacks and inexpensive physical activities for the family to enjoy together. Some schools print this content on the back of their existing lunch menu.	Families — available in English and Spanish
Recipe Cards Veggie Dip INGERIERU 1/2 cup to folde e sour creom 1/3 cup prepared solid 3 to blespoors chopped geen onions 1/2 tempoor golis solf PRENATION Put sour creom, solid, green onions, and golis soll in a simple book, 3ft well. Serve bel peoper stips, cellery sticks, radahes, broccip pieces, or formation wedges with dip. Mokes 4 servings. Pick ob better snack* Serve bel peoper stips, cellery sticks, radahes, broccip pieces, or formation wedges with dip. Mokes 4 servings. Pick ob better snack* Serve bell peoper stips, cellery sticks, radahes, broccip pieces, or formation wedges with dip. Mokes 4 servings.	Healthy snacks with an emphasis on kidfriendly foods. All recipes feature fruits or vegetables and each recipe card is available on the Pick a better snack™ & ACT website under the Social Marketing link.	Families / Adults

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Aggst. 1970 Product Li VALY YOUR VEGGES THE STATE OF THE PRODUCT LI OF THE STATE OF THE PRODUCT LI OF THE STATE OF THE PRODUCT LI OF THE STATE	Monthly Pick a better snack TM & Act lessons are available for teachers in kindergarten through 5th grades. Each month has three core lessons: Focus on Fruits, Vary your Veggies and Physical Activity. A fourth monthly lesson was developed around three supporting topics: MyPyramid for Kids, Eat Smart. Play Hard TM , and colorful fruits and vegetables.	Children in Grades K-5
Fick o belter stock & ACT Figure of the problem of	The BINGO-type card includes three snack ideas for each fruit and vegetable along with serving size information, and tips on selection and storage. The card gives twelve suggestions for seasonally appropriate physical activities that can be done at school or at home. A "BINGO" is accomplished when the child completes one row of the card, vertically, horizontally or diagonally.	Children in grades K-3 and their families – available in English and Spanish
Eat Smart. Play Hard.* Feat Smart. Play Hard.* Feat Smart. Play H	The back of the bingo card includes a family meal recipe along with mealtime conversation starters and Eat Smart. Play Hard. TM messages that encourage 60 minutes of play every day!	Families of children grades K-3

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<u>Component</u>		
April Scorecard Figure Figur	The Pick a better snack TM & Act scorecard is specifically designed for upper elementary students (4th-6th grade). Each scorecard spotlights the featured fruits and vegetables of the month. The card also gives three suggestions for seasonally appropriate physical activities that can be done at school or at home. Students receive a point for every fruit, vegetable, or 15 minutes of physical activity they enjoy.	Children in grades 4-6 and their families
Score Cards (back) And your fully proved. The long give you do remore the longways and provided in the company of the company	Unlike the back of the bingo card which is meant to reach families, the back of the score card is oriented toward children themselves. The back elaborates on the physical activities from the front of the card. It provides tips such as technique pointers, safety information or ways to involve your family in activity. The back of each score card also includes a simple fruit or vegetable recipe.	Children in grades 4-6 and their families
Wash. Eat. (how easy is that?) Pick a better spack'	Each poster features a fruit or vegetable accompanied by a direction and the "how easy is that tagline".	Varied -WIC clinics -DHS offices -Grocery stores -Farmers markers -Billboards -Buses -Newspaper Ads

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Play Hard!	Each poster depicts a physical activity in an attractive design for display in schools or beyond.	Children
Retail Intervention Took Kit Pick a better snack. (how easy is that?)	The Iowa Nutrition Network has piloted a point-of-purchase intervention for use in grocery stores. Materials, process information and feedback based on thorough evaluation are available for those interested in starting such an intervention in qualifying grocery stores. The Pick a better snack TM & Act posters and banners can be used at grocery stores to provide a consistent nutrition message. They can be present throughout the produce department and used as part of food demonstrations done by nutrition education staff.	Varied
Radio PSAs	PSAs can be used for food assistance outreach or to extend social marketing messages to a wider audience.	Parents – Varied Available in English and Spanish
Newspaper Ads and Articles	Ads which use consistent messaging are available to run as part of a community-wide social marketing campaign. Newspaper articles of several types are available. Each expands on the themes and messages that are part of lessons and other social marketing materials.	Parents - Varied
Outdoor Signage Graphics Wash. Bite. (how easy is that?) Pick o better spock MANUTATION THE MANUTATION AND THE MANUTATION A	The social marketing section of the Pick a better snack TM & Act website includes graphics files suitable for outdoor advertizing such as billboards.	Varied

Pick a better snack [™] & ACT Component	Brief Description	Target Audience
Fruit and Vegetable Fact Sheets Sweet Potatoes Wash. Cook. Eat. How easy is that? Facts History Types Where they grow Nutrients	These sheets provide information about dozens of fruits and vegetables. Discover interesting facts about where foods grow, the nutrients they provide and the different varieties that are available.	Teachers, children, adults
Fruit and Vegetable Graphics Files	These files allow educators to make their own handouts while keeping with the look of other Pick a better snack TM materials.	Teachers

Please contact us with questions or comments:

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Reach of Pick a **better** snackTM & Act Beyond the Classroom

